Fashion Calendar 1948

5-10-48
FILE

JANUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR
44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, MAY 7, 1948

Just Issued	FALL RAYON AND WOOLEN COLOR CARDS	TEXTILE COLOR CARD ASSN. OF THE U.S., INC.	200 MADISON AVENUE

The Textile Color Card Association will highlight eight Golden Jubilee Colors in the regular edition of its 1948 Fall Rayon Card, in honor of the 50th anniversary of Greater N. Y. and the Centennial of the discovery of gold in California. The 1948 Fall Woolen Card will highlight Antique Tones. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.

Now Going On	SHOWING OF IMPORTED FALL COLLECTION	CHAS. KUPERSTEIN LTD. LONDON, ENGLAND	SHERRY-NETHERLAND 5TH & 59TH (RM. 201)

Fall collection of "Koupy Models," misses' coats and suits, imported Fall collection presented by Mr. C. Charles of Chas. Kuperstein Ltd., London, England. Showings daily for the trade at 10:30 A.M. and 2:30 P.M. Contact: Dorothy Smee, VO. 5-2800; or Frank Kahn, GR. 7-0758.

Friday May 7 8:00 P.M.	TELEVISION FASHIONS BY SAKS FIFTH AVENUE	TELEVISION FASHIONS ON PARADE, INC.	STATION WABD DU MONT

Saks Fifth Avenue will present the first in a series of four weekly television fashion programs, presenting the latest fashions as part of a musical review. Clothes and accessories by: Herbert Sondheim, Dresses; Marvella Pearls; Coblentz Bags; Ceil Chapman Gowns, and others. Special guest: Virginia Pope, fashion editor of the N.Y. Times. Narrator: Adelaide Hawley. Publicity: Jane Barton, Television Fashions On Parade, 551 Fifth Avenue, MU. 2-2973.

May 8 — V-E DAY, THIRD ANNIVERSARY (Saturday).

May 8 — NATIONAL GOLF WEEK (May 8-May 15).

Saturday May 8- May 15	ORIGINAL DESIGNS FOR BLOUSES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Exhibition of a large group of color sketches showing original designs for blouses, created by advanced students at Traphagen. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.

May 9 — MOTHER'S DAY (Sunday).

Monday May 10 10:00 A.M.- 5:00 P.M.	SHOWING OF SUMMER SHOES BY JOYCE	ABRAHAM & STRAUS	4TH FLOOR SHOE DEPARTMENT

Joyce shoes will make their debut at the A & S Shoe Department, with the Joyce husband-wife designing team present at this all-day fashion event. Open to public. Publicity: Frances Bemis, TR. 5-7200.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 10 1:00 P.M. Luncheon	"MINT TINTS" FOR SUMMER	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
	Russeks open its Summer candy box of cool, pastel "Mint Tints" at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Tuesday May 11 9:30 A.M. Coffee and Crullers	PRESS SHOWING OF FALL BLOUSES	TOWN & COUNTRY	44 EAST 32ND STREET SHOWROOM
	Town & Country will present their advance Fall and Winter line of blouses designed by Morton Greenberg at a breakfast show for the press. Attendance by invitation only. Show starts promptly at 9:45 A.M. Publicity: Frances K. Carter, Max Rogel & Associates, Market 2-3788.		
Tuesday May 11 12:30 P.M. Luncheon	MILLINERY CHARITY FASHION LUNCHEON	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR BALLROOM
	Millinery fashion show for benefit of the Sunshine League for Orphan Children. Hats by: Anita Andra, Braagaard, Lilly Daché, Emmé, Peg Fischer, Walter Florell, John Frederics, Mary Goodfellow, Mago Hayes, Irene, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Sally Victor. Fourteen hats will be auctioned, with proceeds donated to the Heart Fund. Fashion show director and commentator: Mary Alice Rice. Contact: Mrs. Irving Schacter, TR. 4-1630.		
Tuesday May 11 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON	SYDELL GOWNS (666 FIFTH AVE.)	RITZ CARLTON HOTEL GRAND BALLROOM
	Sydell will present her complete Summer line of custom-made suits, afternoon, cocktail and evening dresses. Hats from Dorothy Gordon. For reservations, contact: PL. 8-0892.		
Tuesday May 11 1:00 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON	CLAIRE McCARDELL	HOTEL PIERRE COTILLION ROOM
	Fashion show for benefit of American Overseas Aid--United Nations Appeal for Children. Summer fashions by Claire McCardell. Hats from Brewster. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Tuesday May 11 1:00 P.M. Luncheon	TROUSSEAUX FASHIONS AT LUNCHEON SHOW	EMMA MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	"Elegance in Trousseaux"--a custom-made collection of lingerie, dinner gowns, tea gowns and robes by Emma Maloof will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Emma Maloof Publicity: Aileen Gutheridge, MO. 2-9710. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday May 11 4:00 P.M.-6:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS	MILLINERY CREATORS GUILD	HOTEL PIERRE COTILLION ROOM
	The Millinery Creators' Guild will present advance Fall millinery fashions. Members include: Bernice Charles, Harryson Hats, G. Howard Hodge, Jeanne Tete, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Vogue Hats-Garfunkel Makers. Commentator: Maude G. Moody, Millinery Editor of Women's Wear Daily. Attendance strictly by invitation. Publicity: Ruth Weintraub, PL. 3-2117.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 11 5:00 P.M. Cocktails	FASHIONS BY LILLI ANN AND FASHION EDITORS	LILLI ANN COMPANY (SAN FRANCISCO, CAL.)	RAINBOW ROOM 30 ROCKEFELLER PLAZA
	The Lilli Ann Co. of San Francisco will present fashions for Fall. A special showing of twenty N.Y. fashion editors will illustrate their conception of good fashions for Fall in coats, suits and dresses they have designed. Fabrics from Celanese Corporation of America, William Whitman and Lippitt Worsted Mills. Attendance by invitation only. Contact: Shirley Spaulding, Allan Meltzer & Co., MU. 8-2650.		
Wednesday May 12 1:00 P.M. Luncheon	"BRIMS FOR BELMONT" SUMMER MILLINERY	MILLINERY FASHION BUREAU	HOTEL PLAZA TERRACE ROOM
	Advance Summer millinery, created especially for the races, will be presented by the Millinery Fashion Bureau in cooperation with Belmont Park. Show for benefit of American Field Service International Scholarships. Price of tickets: $5.00. For tickets, contact: American Field Service, EL. 5-0620. Press by invitation. Coordinator: Joan Gaines, CI. 6-1373.		
Cancelled May 12	THE FLORENCE LUSTIG LUNCHEON FASHION SHOW ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 12, 1:00 P.M., AT THE WALDORF-ASTORIA, SERT ROOM, HAS BEEN CANCELLED.		
Wednesday May 12 3:30 P.M.	FASHION SHOWING AND RECEPTION	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
	"All Aboard For Fashion"--annual fashion show and reception presented by graduating students of the Laboratory Institute of Merchandising. Fashions from Oppenheim Collins. Attendance by invitation only. Contact: Ann Spinney, CH. 4-5288.		
Wednesday May 12 4:00 P.M. Cocktails	FALL BLOUSES FOR CHILDREN AND TEENS	JUDY KENT BLOUSES (1370 BROADWAY)	RITZ CARLTON CRYSTAL GARDENS
	Judy Kent will present a showing of Fall blouses for children and teenagers. Show at 4:15 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Thursday May 13 12:00 Noon Luncheon	FALL AND WINTER MILLINERY SHOW	MILLINERY DESIGNERS' LEAGUE, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
	"Headlines For Fall," will be the theme at the semi-annual millinery fashion show, introducing a color corsage. This luncheon will celebrate the Fifth Anniversary of the Millinery Designers' League. (Show at 1:00 P.M.) Tickets available to the trade. Price: $12.50. Contact: Miss Haber, CO. 5-2128. Press by invitation. Publicity: Edyth Thornton McLeod, PL. 5-7800.		
Thursday May 13 1:00 P.M. Luncheon	INTRODUCTION OF NEW FREEDOM BAND	FOR BENEFIT OF COMMON CAUSE	HOTEL PIERRE COTILLION ROOM
	The new Freedom Band, a belt designed by William A. Dennis, Jr., will be introduced at a luncheon for the benefit of the Common Cause Charity. Fashions by Oleg Cassini, Nettie Rosenstein, Tina Leser, Vera Maxwell, Jaeckel, Jay Thorpe, Anne Fleischer and Casual Clothes. Makeup by Schiaparelli; gloves from Superb. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 13 4:30 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY	MME. REINE	4 EAST 57TH STREET SALON
	Mme. Reine will present her Fall millinery collection to the press. Attendance by invitation only. Contact: Mme. Reine, PL. 3-0942.		
Sunday May 16- May 18	FALL MARKET SHOWINGS IN FLORIDA	FLORIDA FASHION MART	FLORIDAN & HILLSBORO HOTELS - TAMPA
	Back-to-School and early Fall market showings will be presented in Tampa, Florida. Contact: Florida Fashion Mart, 905 Langford Bldg., Miami 32.		
Monday May 17 12:30 P.M. Luncheon	FALL FASHIONS IN PAJAMAS, GOWNS, SLIPS	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
	Presentation of pajamas and nightgowns in flannelette, cotton, rayon; also petticoats and slips in rayon, nylon and cotton. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4282.		
Monday May 17 12:30 P.M. Luncheon	FALL COLLECTION OF CASUAL DRESSES	PRESTON CASUALS (110 W. 40TH ST.)	HOTEL PLAZA TERRACE ROOM
	Preston Casuals will present their Fall collection of dresses during luncheon. For press and trade by invitation only. Publicity: Mildred Kaldor: MU. 9-5420.		
Monday May 17 3:00 P.M.	OPENING OF "SUN AND FUN SHOP"	SAKS 34TH	3RD FLOOR
	Saks 34th will present fashions for resort, beach, play and spectator sports at the opening of the "Sun and Fun Shop" on the 3rd floor. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.		
Monday May 17- May 21 4:00 P.M.- 5:00 P.M. Tea or Cocktails	SHOWING OF BRITISH FABRICS COLLECTION	FOLKARD & LAWRENCE INCORPORATED	51 MADISON AVENUE
	A series of informal "at homes" will be held in the showrooms of Folkard & Lawrence, to show the fashion press, manufacturers and retailers, a collection of British fabrics for Spring 1949. Woolens by Edward Gardiner & Sons of Selkirk, Scotland; Sea-Island and Egyptian cottons by Ashton Brothers, Ltd., Manchester, England. Attendance by invitation only. Contact: Carol Westlake, John A. Cairns & Co. OR. 4-5600.		
Monday May 17 4:30 P.M.- 7:00 P.M. Cocktails	"RIGHT ON THE JOB" FASHION SHOW	CHARM MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	Charm will present a preview of their September issue--"Right On The Job" at a cocktail showing. For store executives by invitation only. Publicity: Eloise Ray, MU. 3-8910.		
Monday May 17 6:00 P.M.	MISSES' AND WOMEN'S FASHION SHOW	GIMBEL BROTHERS	3RD FLOOR
	Presentation of fashions in the moderate price range for misses and women. Open to the public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Monday May 17- May 22	ANNUAL NATIONAL COTTON WEEK	COTTON-TEXTILE INSTITUTE INC.	THROUGHOUT THE COUNTRY
	"Cotton--America's Favorite Fabric" will be the theme of National Cotton Week, sponsored by the Cotton-Textile Institute and National Cotton Council. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Contact: The Cotton-Textile Institute Inc., WA. 5-4004.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 17	OPENING OF BELMONT PARK (Monday)		
Tuesday May 18 9:30 A.M. Breakfast	PRESS SHOWING: SPRING AND RESORT PRINTS	ROBAIX FABRICS, INC.	1412 BROADWAY 20TH FLOOR
	Robaix Fabrics invite the press to breakfast and a showing (promptly at 10:00 A.M.) of their 1948-1949 Resort and early Spring fabric collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Tuesday May 18 10:30 A.M.	FIRST POSTWAR JUVENILE FASHION CLINIC	PARENTS' MAGAZINE	HOTEL ASTOR BALLROOM
	Parents' Magazine will resume its custom of presenting annual infants' and children's wear fashion clinics for retail stores and resident buying office executives. The morning clinic will be followed by a luncheon forum. Open to manufacturers. There will also be a preview of back-to-school fashions for teens, which will appear in the Fall issue of "Calling All Girls" Magazine. Tickets: $6.00 to $15.00. Clinic conducted by Betty Green, Fashion Editor of Parents' Magazine. Contact: Herbert Bijur, Promotion Director of Parents' Magazine, 52 Vanderbilt Ave., MU. 5-4400.		
Tuesday May 18 4:00 P.M. Cocktails	"FALL FORECASTS" PREVIEW FOR PRESS	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
	Press preview of Bellciano designs in coats and suits for the forthcoming Fall season. As at past Bellsey press showings, the lucky number holder will win a Bellciano suit. Showing at 4:30 P.M. Commentator: Mary Alice Rice. Attendance by invitation only. Publicity: William Harvey Co., LO. 3-6569.		
Tuesday May 18- May 20	TOILET GOODS CONVENTION	TOILET GOODS ASSN. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
	Theme: "What Is Ahead For The Toilet Goods Industry?" Business meetings will be held each day. Contact: Edward D. Russell, PE. 6-1100.		
Wednesday May 19 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CONTI, INC.	498 SEVENTH AVENUE SHOWROOM
	Presentation of the Fall collection designed by Luciano Conti; also, a collection based on exclusive designs by Mad Carpentier. Attendance by invitation only. Showing for trade at 2:30 P.M. on May 19; 10:30 A.M. and 2:30 P.M. thereafter, by appointment. Contact: Mario Conti, WI. 7-7331.		
Wednesday May 19 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
	Hattie Carnegie's Jeune Fille collection will be presented during luncheon. Press strictly by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday May 19 1:00 P.M. Luncheon	"STORY BOOK COTTONS" AT BENEFIT LUNCHEON	JONATHAN LOGAN	HOTEL PIERRE COTILLION ROOM
	Showing of Summer cottons designed by Dorris Varnum for Jonathan Logan. Hats by Sally Victor. Gloves by Superb. Show for benefit of Jewish Community and Sisterhood of Portchester. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 19 2:30 P.M.	COTTON SHOW WITH McCALL PATTERNS	THE NAMM STORE BROOKLYN	3RD FLOOR FABRICS SALON
	Namm's Cotton Show will feature McCall all-printed patterns. Commentator: Romona Prina, McCall stylist. Open to public. Contact: Pauline Green, TR. 5-5700, Ext. 275.		
Wednesday May 19 3:00 P.M. Cocktails	PREVIEW OF NEW FOUNDATION GARMENT	POIRETTE	136 MADISON AVENUE 9TH FLOOR
	Poirette will present to the press a revolutionary new foundation garment called the "Poirette 70" in a unique demonstration. Attendance by invitation only. Publicity: Sylvia Leonard, Gussow, Kahn & Co., MU. 9-0450.		
Wednesday May 19 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	HALLDON, LTD.	500 SEVENTH AVENUE 5TH FLOOR
	Press showing and cocktail party presenting Fall coats and suits by Halldon, Ltd. Attendance by invitation only. Publicity: Leon Friedman, Chernow Co., PE. 6-3520.		
Thursday May 20 9:30 A.M. Coffee	PRESS PREVIEW OF FALL COLLECTION	GEORGE JABLOW & CO.	530 SEVENTH AVENUE 9TH FLOOR
	George Jablow will present his Fall collection of coats and suits to the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Thursday May 20 4:30 P.M.-7:00 P.M. Cocktails	PRESS PREVIEW: "SQUARE DANCING HAIRDOS"	DRENE	OLD KNICK 2ND AVE. AT 54TH ST.
	Hairdos designed for square dancing will be shown to the beauty press at a cocktail party. Special entertainment at 5:00 P.M. Attendance by invitation only. Publicity: Pauline Bowie, BU. 8-5000.		
Friday May 21 2:45 P.M.	PRESENTATION OF ARTS AND LETTERS AWARDS	AMERICAN ACADEMY OF ARTS & LETTERS	AMERICAN ACADEMY 633 WEST 155TH STREET
	Annual joint ceremonials by the American Academy of Arts & Letters and the National Institute of Arts & Letters, with fifteen Arts & Letters Awards of $1000 presented by Deems Taylor. Press by invitation. Contact: Carson-Ruff Associates, MU. 2-2055.		
May 23	"I AM AN AMERICAN" DAY (Sunday).		
Monday May 24 4:00 P.M. Cocktails	FALL COLLECTION DESIGNED BY JENNIFER	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE 8TH FLOOR
	Special press showing of new Fall fashions designed by Jennifer of Harold Susman, Inc., presenting dresses, costumes for street, afternoon, dinner and formal wear. Attendance by invitation only. Trade showings will take place from Wednesday, May 26 to Tuesday, June 8. Publicity: Ruth Hammer, EL. 5-6043.		
Beginning Monday May 24	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	The members of the Sportswear Guild will present their Fall collections during the week of May 24, one week later than last year: May 24: STAR-MAID DRESSES, INC. May 25: ADLER & ADLER, INC.; KANE WEILL May 26: DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM CO. May 27: CHARLES W. NUDELMAN, INC.; SPORT-CRAFT, INC.; ZOLTAN ROSENBERG.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 24	OPENING OF FALL LINES	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS

In accordance with the practice followed in recent seasons, the FOGA houses will show only a single collection for the Fall season. (These are one week later than last year's showings.) Guild members who will present their lines include:

HANSEN BANG, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
BEN BARRACK, INC.	HORWITZ & DUBERMAN	C. H. D. ROBBINS CO.
WILLIAM BASS DRESS CO.	INTERNATIONAL DRESS	RUDOLF GOWNS, INC.
CAPRI ORIGINALS, INC.	JUNIOR LEAGUE FROCKS	PAUL SACHS ORIGINALS
CARLYE DRESS CORP.	KAPLAN & GRABOIS	MARTIN SIMON, INC.
DEITSCH, WERSBA, COPPOLA	SAMUEL KASS GOWNS	HERBERT SONDHEIM, INC.
FOX-BROWNIE, INC.	CHARLES LANG, INC.	FRANK STARR, INC.
ED GERRICK, INC.	DAVID LEONARD & LEVINE	SUZANNE-AUGUSTINE, INC.
A. GOODMAN & CO.	MARY LEE, INC.	JANET TAYLOR
FRED GREENBERG DRESS CO.	MORRIS & MARCUS	HANNAH TROY, INC.
	PARNIS-LIVINGSTON, INC.	

Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.

Tuesday May 25 9:00 A.M. Breakfast	FALL SPORTSWEAR AT BREAKFAST SHOWING	del MAR SPORTSWEAR	HOTEL PLAZA GRAND BALLROOM

"del Mar Packs The Trunk For Fall"--a showing of Fall and back-to-school original Sportswear, Blouses, Separates and Rainwear, designed by Clifford. Showing at 9:30 A.M. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.

Tuesday May 25 10:30 A.M.	OPENING FALL COLLECTION	CARMEL BROS.	SHOWROOM 530 SEVENTH AVE.

Fall opening and presentation of coats and suits by Carmel. By appointment. Contact: Larry Carmel, LA. 4-3310.

Tuesday May 25 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	PECK AND PECK	CHATHAM HOTEL CHATHAM WALK

Peck and Peck will present "Luncheon in the Sun"--a showing of new Summer fashions for town during luncheon. Press by invitation. Public by reservation. For reservations, contact: Mr. Ray, VO. 5-5400. Contact: Julia Morse, PL. 8-3100. Chatham Hotel Publ.: Suzanne Jordan, VO. 5-5400.

Tuesday May 25 4:00 P.M.	FUR FASHIONS BY RALPH MARANO	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO

Russeks' Pink Champagne Party for the press with a showing of Ralph Marano's custom fur collection. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.

Cancelled May 26	THE SUMMER FASHION SHOW BY RUSSEKS FIFTH AVENUE, ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 26, AT 1:00 P.M. LUNCHEON, WALDORF-ASTORIA, STARLIGHT ROOF, HAS BEEN CANCELLED.

Wednesday May 26 4:30 P.M. Coctails	PRESS SHOWING OF FALL COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE 20TH FLOOR

Adler & Adler's Fall and Travel collection will be presented to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.

May 30 MEMORIAL DAY (Sunday).

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 31	LEGAL HOLIDAY (Monday) TO CELEBRATE MEMORIAL DAY.		
Tuesday June 1 4:30 P.M.	OPENING OF FALL COLLECTION	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
	Andre d'Aulan will present his Fall collection of daytime, dinner and evening dresses, beginning Tuesday, June 1, at 4:30 P.M. Showings daily thereafter. Contact: PL. 9-2320.		
Wednesday June 2 9:00 A.M. Breakfast	FALL FASHIONS FROM SAN FRANCISCO	NATHALIE NICOLI (SAN FRANCISCO)	HOTEL PLAZA GRAND BALLROOM
	Nathalie Nicoli of San Francisco will present her Fall collection of dresses, suits and sportswear. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Wednesday June 2 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER ISSUE	GLAMOUR MAGAZINE	HOTEL PIERRE BALLROOM
	Fashion Show to preview GLAMOUR Magazine's September 1948 Career issue, and to announce the winners of the GLAMOUR contest, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to GLAMOUR tie-in stores and buying offices. Contact: Mary MacMahon or Mary Joan Finley, GLAMOUR, LE. 2-7500.		
Thursday June 3 3:00 P.M.-7:00 P.M. Cocktails	PRESS SHOWING: FALL MILLINERY	EVE TARTAR	676 MADISON AVENUE SALON
	Eve Tartar will present her new Fall millinery collection at a Champagne Party for the press. Attendance by invitation only. Contact: Estell Staub, TE. 8-5799.		
Thursday June 3 Evening	FIRST DESIGNERS' FASHION SHOW	THE GUILD OF NEW YORK DRESS DESIGNERS	BROOKLYN MUSEUM SCULPTURE COURT
	The First Designers' fashion show to be staged by the Guild of New York Dress Designers, a professional association whose membership represents a broad cross-section of important fashion houses and a widely diversified range of prices. Based on the theme "Whistler And His Time," the show will depict colors from Whistler paintings and silhouettes inspired by the period. Tickets: $10:00. For tickets, contact: MU. 3-5412. Press by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.		
Monday June 7-June 12	SECOND ANNUAL TEXTILE EXPOSITION	TEXTILE INDUSTRIES EXPOSITION (36 W. 47)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
	"Fabrics of Tomorrow" will be the theme of the second annual Textile Industries Exposition, with showings by fabric mills, converters, textile dyers and finishers, yarn producers. Presentation of fashion fabrics for the men's and women's apparel producing industries, piece goods for over-the-counter selling, and decorative fabrics for the home. For press and trade only. Contact: Arthur Tarshis, WA. 9-8068.		
Monday June 7-June 13	SECOND ANNUAL FASHION FAIR	LEADER ENTERPRISES, INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
	The second annual edition of the Fashion Fair, at Madison Square Garden Exposition Hall, with exhibits by the fashion apparel and related industries. There will be a two-hour fashion show, presented four times daily. Fashion presentation produced and staged by Leon Leonidoff, Radio City Music Hall director. Theme: "Alice in Fashionland-Through the New Look-ing Glass Into '48". Price of tickets: $2.40. Publicity: Billie Gould, Hotel McAlpin, Suite 720, PE. 6-5700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 8 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW	ANSON-JONES	CHATHAM HOTEL CHATHAM WALK
	Anson-Jones will present their one-price fashions in Summer cottons for town and casual wear. Press by invitation. Public by reservation. For reservations, contact Mr. Ray, VO. 5-5400. Anson-Jones Publicity: Mrs. Pennington, PL. 9-3506. Chatham Hotel Publicity: Suzanne Jordan, VO. 5-5400.		
Tuesday June 8 4:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW OF FALL COMPACTS	VOLUPTÉ INC.	RITZ CARLTON HOTEL CARLTON SUITE (4TH FL)
	Volupté Inc. will present an advance showing of Fall styles and ideas in compacts at a cocktail party. Press by invitation. Publicity: Anita Pine, Hirshon-Garfield, PL. 7-6300.		
Wednesday June 9 4:00 P.M.- 7:00 P.M. Cocktails	EIGHTH ANNUAL NATIONAL SEWING CONTEST	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
	Eight national prize winning and thirty other outstanding garments from 45 major U.S. cities will be modeled. Attendance by invitation only. Contact: Grace Turner, Win Nathanson Assoc., MU. 2-6560.		
Thursday June 10 12:00 Noon Luncheon	FALL-WINTER PREVIEW "AMERICAN KNIT" GLOVES	ASSOCIATION OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA GEORGIAN ROOM
	Public Relations Luncheon and Fall-Winter Preview of "American Knit" Gloves & Mittens for the trade and fashion press. The event launches Back-to-School and College promotions and advance plans for the Third National American Knit Glove Week in November. Six speakers, representing trade and consumer publications, colleges, womens' clubs and stores will speak on "Wool for Warmth" and extending the Selling Season for Wools. Attendance by invitation only. Publicity: Claire A. Wolff, LO. 4-7230.		
Thursday June 10 3:30 P.M.- 6:00 P.M.	PRESS PREVIEW OF FLEXEES FALL LINE	FLEXEES CORSET CO.	417 FIFTH AVENUE SHOWROOM
	"The Four Leaf Clover Line"--advance showing of the Flexees Fall line including Flexees, Corsees, Flexaire and Slimpac. Attendance by invitation only. Contact: Milton Holz, MU. 9-2100.		
June 14	FALL CORSET AND BRASSIERE WEEK (June 14-June 18)		
June 20	FATHER'S DAY (Sunday).		
Monday June 21 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
	Fashion show by Russeks during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Wednesday June 30 4:00 P.M.- 7:-- P.M. Cocktails	PRESS SHOWING: NEW FALL POWDER CASES	THE WADSWORTH WATCH CASE COMPANY	WALDORF ASTORIA PERROQUET SUITE
	Private preview for the press of the new Fall collection of Wadsworth Powder Cases. Attendance by invitation only. Publicity: Billi Rubin, The Wesley Associates, MU. 6-7077.		

MUSIC ... MOVIES ... THEATRES

Friday May 7 — PREMIERE: "WOMAN IN WHITE" (Movie) STRAND THEATRE, BROADWAY & 47TH ST.
Warner Brothers adaptation of the mystery novel by Wilkie Collins starring Eleanor Parker, Alexis Smith, Sydney Greenstreet and Gig Young. Producer: Henry Blanke. Director: Peter Godfrey. Settings: George Southam. Costumes: Bernard Newman. Publicity: Eve Siegel, CI. 6-1000.

Friday May 7 — PREMIERE: "DEAR MURDERER" (Movie) WINTER GARDEN, B'WAY & 50TH ST.
Universal release of the J. Arthur Rank mystery drama, starring Eric Portman, Greta Gynt, Dennis Price, Maxwell Reed and Hazel Court. Producer: Sydney Box. Director: Arthur Grabtree. Costumes: Yvonne Caffin. Publicity: Al Horwits, PL. 9-8000.

Saturday May 8 — OPENING: "DAVID'S CROWN" BROADWAY THEATRE, B'WAY & 51ST ST.
Theatre Inc. presents a play by J. Lamdan, the third production by the Habimah players. Publicity: William Field, CI. 5-7930.

Sunday May 9 — OPENING: "BALLET BALLAD" MAXINE ELLIOT THEATRE, 39TH ST. E. OF B'WAY
Nat Karson will present the Experimental Theatre's last production for the season. "Ballet Ballads" will include three separate music dramas by John LaTouche and Jerome Moross: "Susanna and the Elders", "Willie the Weeper", and the "Eccentricities of Davey Crockett". Cast features Sono Osato. Publicity: Bill Doll, PL. 7-4835.

Tuesday May 11 — OPENING: "HOPE'S THE THING" PLAYHOUSE, 48TH ST. EAST OF B'WAY
Ray Dooley and Eddie Dowling will star in three comedies by Richard Harrity: "Home Life of a Buffalo"; "Gone Tomorrow"; "Hope's the Thing with Feathers". Under the sponsorship of The American National Theatre and Academy. Publicity: Bill Doll, PL. 7-4835.

Wednesday — PREMIERE: "THE IRON CURTAIN" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox film, presented by Darryl F. Zanuck, based on the personal story of Igor Gouzenko, former code clerk, U.S.S.R. Embassy in Ottawa, Canada. Dramatic suspense story about world-wide network of atom bomb spies, starring Dana Andrews and Gene Tierney, with June Havoc, Berry Kroeger, Edna Best. Director: William A. Wellman. Producer: Sol C. Siegel. Costumes: Bonnie Cashin. Publicity: Jeannette Sawyer, CO. 5-3320.

Saturday May 15 — OPENING: "THE GOLEM" BROADWAY THEATRE, B'WAY & 51ST ST.
Theatre Inc. presents the fourth production by the Habimah players, a play by H. Levik. Publicity: William Field, CI. 5-7930.

Thursday May 20-May 30 — OPENING: "S.S. GLENCAIRN" N.Y. CITY CENTER, 131 WEST 55TH ST.
The City Center of Music and Drama presents the N.Y. City Theatre Company in four one-act plays by Eugene O'Neill: "The Moon of the Caribees"; "In the Zone"; "Bound East For Cardiff"; "The Long Voyage Home" -- depicting four episodes aboard the tramp steamer S.S. Glencairn. Publicity: Jean Dalrymple, MU. 8-3847.

Tuesday May 25 — PREMIERE: "THE TIME OF YOUR LIFE" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH
Film adaptation of William Saroyan's Pulitzer Prize winning stage play, released through United Artists, and produced by William Cagney. Stars include: Jimmy Cagney, William Bendix, Wayne Morris, and Jeanne Cagney. Director: H. C. Potter. Costumes: Courtney Haslam. Publicity: Tess Michaels, CI. 5-6000.